

Creating an Interactive dashboard for the website

I used two different cleansed datasets for this task: Coles and Woolworths. The objective was to use Looker Studio to create interactive dashboards that would allow stakeholders to efficiently visualise and analyse product data.

Step by step process –

Connecting the Datasets

- I connected the Woolworths dataset and Coles dataset to Looker Studio as separate data sources.
- Each dataset contained key information, such as:

Product Name

Category

Record Count

Price/Units

Creating Dashboards

- I created two dashboards, one for each dataset, and used a combination of interactive charts to visualize the data:

Woolworths Dashboard

- Tree Map: Shows record counts for different product categories (e.g., Pantry, Cleaning & Maintenance).
- Bar Chart: Displays record counts for various product categories in descending order.
- Pie Chart: Highlights the percentage distribution of products across categories.
- Interactive Filter: Added a dropdown to filter data by product categories.

Data embedding example

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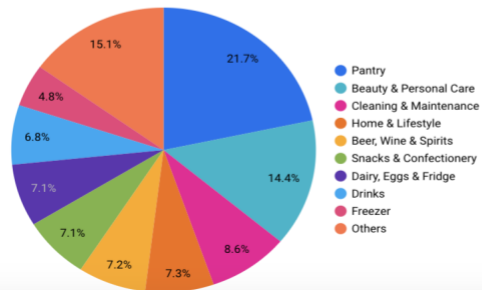
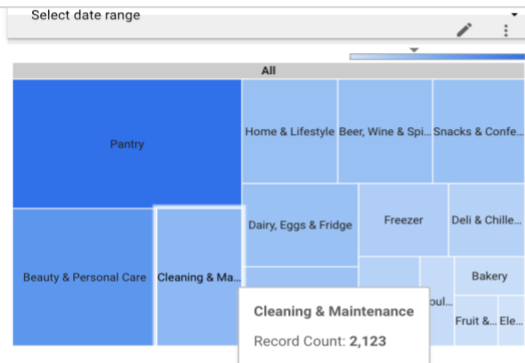
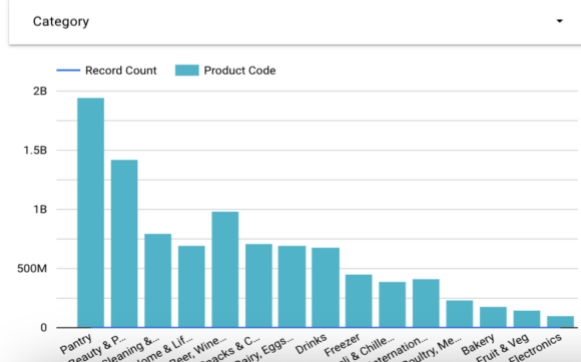
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WOOLWORTHS DATA



Coles data

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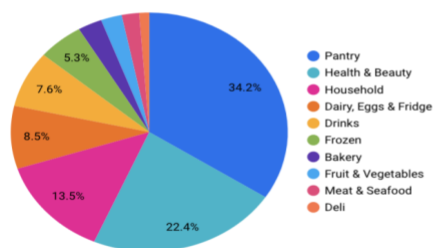
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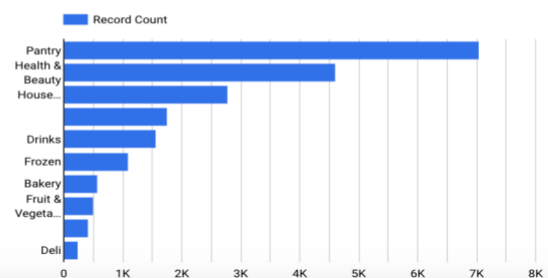
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COLES DATA



	item_name	category	best_unit_price
1.	Zyrtec Rapid Acting Hayfever ...	Health & Beauty	1.4
2.	Zyrtec Rapid Acting Hayfever ...	Health & Beauty	2.57
3.	Zovirax Cold Sore Treatment ...	Health & Beauty	875
4.	Zooper Dooper No Sugar Ice ...	Pantry	0.42
5.	Zooper Dooper No Sugar Ice ...	Frozen	0.42
6.	Zooper Dooper Fairy Floss 24...	Pantry	0.42
7.	Zooper Dooper Fairy Floss 24...	Frozen	0.42
8.	Zooper Dooper Cola 24x70mL...	Frozen	0.42
9.	Zooper Dooper Cola 24x70mL...	Pantry	0.42
10.	Zooper Dooper 8 Cosmic Flav...	Frozen	0.42

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Coles Dashboard

- Table: Displays detailed product information, including item names, categories, and best unit prices.
- Pie Chart: Shows the percentage breakdown of products by category (e.g., Health & Beauty, Frozen, Drinks).
- Bar Chart: Compares record counts for different product categories.

Insights and Benefits

- Data Comparison: These dashboards allow for visual comparison of product categories between Coles and Woolworths.
- Improved Accessibility: Visualizations simplify complex data, making insights easy to understand for stakeholders.
- Interactivity: Filters and charts enable users to explore specific product categories dynamically.

Future Plans

Moving forward, I plan to explore automating the creation of product-specific dashboards within each dataset. This will enable a more granular view of product-level insights, enhancing decision-making capabilities.

Conclusion

The interactive dashboards created for Coles and Woolworths datasets provide a clear, visual understanding of product categories and their distribution. These tools streamline data storytelling and lay a foundation for further improvements, such as automation and advanced analytics.